

**REMARKS**

The Office Action in the above-identified application has been carefully considered and this amendment has been presented to place this application in condition for allowance. Claims 17 and 24 have been amended herein. Accordingly, reexamination and reconsideration of this application are respectfully requested.

Claims 17-30 were rejected under 35 U.S.C. § 102(a) as being anticipated by Zigmond et al. (U.S. Patent 6,698,020). Independent claim 17 has been amended to recite:

wherein said control means, at the viewers request, and in response to viewer operation of the condition setting means causes the transmission of commercial related information to be transmitted from a commercial related information memory

Support for this feature can be found on pages 25 and 26 of the application as filed. In this manner, a viewer wishing to learn more about a product shown in a commercial can request that the commercial related information be transmitted and displayed. Examples provided in the specification include the price of a shown automobile, number of models offered by a car maker, methods of payment, etc. It is respectfully submitted that the relied upon portions of Zigmond do not teach such a feature of the control means. Accordingly, claim 17 patentably distinguishes over the relied upon portions of Zigmond and is allowable.

Further, independent claim 24 has been amended to recite steps of:

requesting through operation of a condition setting means  
the display of commercial related information; and  
transmitting the commercial related information from a  
commercial related information memory

Again, it is submitted that the relied upon portions of Zigmond do not teach such steps, and that independent claim 24 is therefore allowable.

Claims 18-23, and 25-30 depend from one of these allowable base claims and are allowable therewith.

**Conclusion**


In the event the Examiner disagrees with any of statements appearing above with respect to the disclosures in the cited reference, it is respectfully requested that the Examiner specifically indicate those portions of the reference providing the basis for a contrary view.

Please charge any additional fees that may be needed, and credit any overpayment, to our Deposit Account No. 50-0320.

In view of the foregoing amendments and remarks, it is believed that all of the claims in this application are patentable and Applicant respectfully requests early passage to issue of the present application.

Respectfully submitted,  
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